



Agenda Item No. 1

To: Rules, Policy and Industrial Relations Committee/Committee of the Whole Meeting of November 13, 2009

From: Alan R. Zahradnik, Director of Planning
Z. Wayne Johnson, Deputy General Manager/Administration and Development
Celia G. Kupersmith, General Manager

Subject: **APPROVE REVISIONS TO THE 2009 MASTER ORDINANCE RELATIVE TO THE CHANGES IN THE FARE COLLECTION POLICY**

Recommendation

The Rules, Policy and Industrial Relations Committee recommends that the Board of Directors approve revisions to the 2009 Master Ordinance relative to the changes in the fare collection policy resulting from implementation of new fareboxes and TransLink® on Golden Gate Transit buses, as outlined in proposed pages of the 2009 Master Ordinance attached hereto.

Summary

Over the past two years, staff has implemented two projects that result in significant changes to the way our passenger fares are collected on GGT buses. TransLink® and new fareboxes provide our customers with means to pre-pay their fares so cash fare collection is not required as they board buses. As of July 1, 2009, TransLink® “smart cards” and GFI Odyssey Farebox “mag stripe value cards” and “period passes” completely replaced the former means of pre-paying bus fares: books of 20 paper tickets, each valid for one bus ride between specific fare zones. With the completion of this changeover from paper tickets to TransLink® cards and mag-stripe cards, staff recommends the following revisions to the Master Ordinance.

1. Section I, General Provisions, A, Definitions – delete Nos. 16, 17 and 29 and modify No. 22 to remove references to ticket books.
2. Section I, General Provisions, B, Discount and Convenience Ticket Programs, 2, Transit Discount Tickets, Cards, Passes and Ticket Books – delete references to ticket books.
3. Section I, General Provisions, D, Toll and Fare Ticket Book and Other Pre-paid Fare Media Refund Policy, 1, Transit Pre-paid Fare Media – delete references to ticket books.
Section III, Golden Gate Transit Bus and Ferry Systems, D, Discount Fares and Transfers, 1, Prepaid Discount Fares – delete references to ticket books.

4. Section III, Golden Gate Transit Bus and Ferry Systems, D, Discount Fares and Transfers, 3, Internal Transfers – revise the maximum inter-county time limit to four hours from the current three hours to allow customers additional time to complete their travel, recognizing that automatic transfer validation starts counting time from passenger boarding rather than alighting, as was the former manual transfer issuance practice.
5. Section III, Golden Gate Transit Bus and Ferry Systems, D, Discount Fares and Transfers, 5, Interchangeable Use of Pre-paid Fare Media on Buses and Ferries – delete Part a, reference to bus ticket book use on ferries.

Fiscal Impact

Since the recommended action does not change fares or fare collection policy, there is no fiscal impact associated with this recommendation.

Attachment: Proposed Pages of the 2009 Master Ordinance

I. GENERAL PROVISIONS

A. DEFINITIONS

When used in this Ordinance, the following terms shall have the meaning set forth after each:

1. **ADULT.** A person who is not in a classification which is eligible for transit discount fares or free transportation.
2. **APPROACH.** That portion of a highway approach to the Bridge which is under control of the District.
3. **BASIC CASH FARE.** The full adult transit cash fare established for travel within a given zone or between given zones.
4. **BASIC ROUTES.** District regional bus routes which generally operate all day, seven days a week.
5. **BRIDGE.** The structure of the Golden Gate Bridge between abutments.
6. **BUS.** Any motor-driven vehicle designed, used and maintained exclusively for transporting passengers with a seating capacity of more than 15 persons, including the driver, any other passenger-type vehicle carrying more than 15 persons, including the driver, and any vehicle designed for transporting passengers which has dual rear wheels on each side of the axle, regardless of seating capacity.
7. **CARPOOL.** Any motor-driven vehicle with two axles, four wheels, except a bus, which is occupied by three or more persons.
8. **COMMUTER BUS ROUTES.** District bus routes which generally operate only 5 days a week during the morning commute period (southbound), and evening commute period (northbound).
9. **DISCOUNT FARE.** A fare for travel within a given zone or between zones which is less than the Basic Cash Fare and applies only to a given user group or for a given purpose.
10. **DISTRICT.** The Golden Gate Bridge, Highway and Transportation District as validated by Act 937, General Laws of the State of California, as approved on April 10, 1929, and as contemplated by the Bridge and Highway District Act, as amended.
11. **ELECTRONIC TOLL COLLECTION SYSTEM (ETC).** ETC (also known as FasTrak®) is an automated toll collection system in which users establish an individual credit card or cash account with a prepaid balance and are provided a transponder that is mounted on the vehicle to detect and cause the toll to be

deducted from the individual account each time the vehicle passes through the toll plaza.

12. FERRY TICKET. A one-way cash fare ticket for use primarily on District ferries. Ferry tickets may also be used on District buses for travel between Zone 1 and Zones 2 or 3. Higher value tickets used in lower transit zones will not entitle user to a refund.
13. HOUSE-CAR. A motor vehicle regardless of the number of rear wheels, originally designed, or permanently altered, and equipped for human habitation, or to which a camper has been permanently attached. A motor vehicle to which a camper has been temporarily attached is not a house-car.
14. LOCAL BUS ROUTES. District bus routes that operate entirely within Marin County and are provided at service levels and fares set by Marin Transit under an Agreement with Marin County Transit District.
15. MANAGEMENT. The General Manager of the District, or his or her designee.
16. MEDICARE. A person who is a holder of a valid Medicare card issued by the U.S. Health Care Finance Administration.
17. PERIOD PASS. A prepaid fare payment instrument, not surrendered, but presented in lieu of depositing cash or tickets when riding District bus ~~or ferry~~ services during the time period the pass is valid.
18. PERSON. Shall be defined to include an individual, firm, co-partnership, association or corporation.
19. PERSONS WITH DISABILITIES. Individuals who have one or more physical or mental impairments as evidenced by their possession of a Department of Motor Vehicles Disabled Placard identification card, Regional Transit Connection Discount Card, Medicare Card, or Identification Card for persons with disabilities from another transit agency.
20. PREPAID TRANSIT DISCOUNT FARE. The resulting fare tendered when payment is made using a stored value magnetic stripe ticket or a TransLink® card.
21. REGIONAL BUS ROUTES. District-provided bus routes which generally operate between Sonoma, Marin and San Francisco counties (intercounty) at levels of service and fares set by District.
22. SEATING CAPACITY. If individual seats are provided, as in the case of most standard buses, the number of such seats; if individual seats are not used, seating capacity shall be determined on the basis of seventeen inches of seat width per person.

23. SENIOR CITIZENS (elderly). Persons 65 years or older who possess a valid Medicare Card or Regional Transit Connection Discount Card or an Identification Card from another transit agency.
24. SPECIAL EVENT TRANSIT SERVICE. District bus and ferry service provided on routes that are not part of the regularly scheduled transit route network and to areas that are not more than fifty (50) miles beyond the District's transit service area, consistent with regulations of Federal Transit Administration (FTA) and subject to premium fares determined by the District as necessary to fully cover their operating expenses.
25. STORED VALUE TICKET. Pre-paid magnetic stripe tickets issued by the District which have designated cash value when used to pay fares on District buses.
26. STUDENT. A person attending elementary or secondary private or public schools, or as that term may be defined by Marin County Transit District for the purpose of setting student fares for local bus routes.
27. TRAILER. Any vehicle without self-contained motive power, drawn by a motor vehicle regardless of the number of axles or wheels, and regardless of whether or not any part of the weight thereof, or load thereon, is supported by the towing vehicle.
28. TRANSFER. A ticket, card or pass entitling a passenger to continue his or her one-way journey on another vehicle, route or service.
29. TRANSLINK® CARD. A transit fare payment card issued by the TransLink® Consortium for use on public transit services throughout the San Francisco Bay Area.
30. TRUCK. Any motor-driven vehicle designed and maintained primarily for the transportation of property or for drawing other vehicles, the motor-driven unit of which has double rear wheels. This vehicle is defined as including any combination of such motor-driven tractor, trailer or semi-trailer.
31. YOUTH. For Ferry transit and for Bus transit, a child from 6 through 18 years of age.

B. DISCOUNT AND CONVENIENCE TICKET PROGRAMS

1. BRIDGE TOLL DISCOUNT FOR PERSONS WITH DISABILITIES

The Toll Discount for Persons with Disabilities is a discretionary District program that provides disabled individuals who cannot utilize District transit services with a reduced bridge toll.

- a. Authorization of Discount. Bridge toll discounts, as specified in Section II.B, are authorized to eligible persons with disabilities. The discount toll is applicable to persons with disabilities operating or a passenger in a two-axle vehicle with a valid District-issued identification card twenty-four hours a day, seven days a week. The discount toll is not applicable to vehicles with three or more axles.
 - b. Eligibility Requirements. For purposes of this section, persons with a disability eligible for a Discount Toll shall be any person who resides within the District's transit service area as defined in Section III.B. and, by reason of a permanent physical or mental impairment, is unable independently to utilize District operated transit buses and ferries, or is able to use such buses and ferries only:
 - (1) With a significant risk of injury to himself or to other passengers;
or
 - (2) With a significant personal discomfort caused by such impairment.
 - (3) In order to confirm eligibility for the discount toll, an individual who meets the above criteria must submit a written application available from the District. Completed applications shall include a written statement signed by a physician certifying that the individual has a permanent physical impairment which in the physician's opinion prevents the person from utilizing District operated transit buses and ferries, or which permits such use only with a significant risk of injury or personal discomfort as set out above. The District reserves the right to require a physical examination at District expense and an independent opinion by a physician chosen by the District, certifying to the permanency of the impairment.
 - c. Identification Cards. Persons who have been found by the District to be eligible for the discount toll and who intend to utilize Discount Tolls based upon disability will be issued an identification card from the District's Administrative Office. The Identification Card must be presented at the toll plaza each time a Discount Toll is offered in lieu of the standard toll.
2. TRANSIT DISCOUNT TICKETS, CARDS, AND PASSES. The sale of transit tickets, cards, and passes and their use shall be subject to conditions printed on these pre-paid fare media. Transit discount fare media are subject to the following conditions:
- a. Tickets, cards and passes may be used in lieu of the established cash fare on bus in effect at the date of use; however, higher-value zone tickets, cards and passes used in lower transit zones will not entitle user to a refund.

- b. Transit Tickets, cards and passes shall be valid for a minimum period of three (3) months and a maximum of six (6) months, up to and including the expiration date shown thereon.
- c. The manner of use of pre-paid fare media, as well as the value of these media, shall be subject to District regulations as may be adopted from time to time. The manner of use of TransLink cards are also subject to the regulations of the TransLink Consortium.
- d. If lost, pre-paid fare media will not be replaced.

C. EXEMPTION FROM TOLL AND TRANSIT FARES

- 1. Free passage across the Golden Gate Bridge and on District Buses and Ferries is authorized for all District Directors, Officers and employees, District personnel retired under the provisions of the Public Employees' Retirement system and holders of temporary passes issued by the Board of Directors, except as otherwise provided for under Section C.2 below.
- 2. Free passage rights for bus drivers, dependents and retired bus drivers shall be in accordance with the memorandum of agreement between the District and its drivers.

D. TOLL AND FARE TICKET AND OTHER PRE-PAID FARE MEDIA REFUND POLICY

- 1. **TRANSIT PRE-PAID FARE MEDIA.** Transit tickets and Magnetic Stripe Tickets are non-refundable and non-exchangeable. TransLink refund policy is as set by the TransLink Consortium. Marin local period pass refund policy is as set by Marin Transit.
- 2. **TRUCK CONVENIENCE AND BRIDGE DISCOUNT TICKET BOOKS.**
 - a. Unused truck convenience tickets and unused Bridge discount ticket books, which are no longer effective, of the same serial number will be refunded at the original truck convenience and Bridge discount ticket sale price, less a \$.50 service charge.
 - b. Refunds will be made if tickets are presented in person to the Sergeants' Office, located at the Toll Plaza. A mail request for refund must include a self-addressed, stamped envelope, to be sent to:

Auditor-Controller
Golden Gate Bridge, Highway
and Transportation District
P.O. Box 9000, Presidio Station
San Francisco, CA 94129-0601

3. MARIN LOCAL BUS CASH FARES – FOR TRAVEL ENTIRELY WITHIN MARIN COUNTY
Adult = \$2.00
Youth, Senior, Medicare, Disabled = \$1.00
Free transfers are provided for continuing travel within Marin County.
4. RICHMOND BRIDGE BUS CASH FARES – FOR TRAVEL BETWEEN MARIN COUNTY AND THE EAST BAY OR WITHIN THE EAST BAY
Adult = \$3.75
Youth, Senior, Medicare, Disabled = \$1.85
Free transfers are available for continuing travel within and through Marin County.
5. RICHMOND BRIDGE BUS CASH FARES – FOR TRAVEL BETWEEN SAN FRANCISCO OR SONOMA COUNTY AND THE EAST BAY
Adult = \$6.95
Youth, Senior, Medicare, Disabled = \$3.45
Free transfers are available for continuing travel within San Francisco or Sonoma County.

D. DISCOUNT FARES AND TRANSFERS

1. PREPAID DISCOUNT FARES (EFFECTIVE JULY 1, 2008)
 - a. Regional Bus Travel – TransLink® Cards and Stored Value Tickets shall provide a discount of 20% from the basic adult cash one-way regional inter-county bus transit fares (set forth in Section III, “Golden Gate Transit – Bus and Ferry Systems,” Subsection C, “Bus and Ferry Transit Cash Fare Tariff Schedule,” Paragraph 1, “Regional Transit Adult Cash Fare Table”). Adult cash fare discounts are not available for local San Francisco and Sonoma counties travel. Discounted fares for Youth, Seniors, Medicare and Disabled as set forth in Section II.C.2. are available with TransLink and Stored Value Tickets, and are not subject to further reduction. Stored Value Tickets will be provided in \$25, \$50 and \$75 denominations.
 - b. Marin local bus travel – Marin local bus TransLink® fares, Stored Value Tickets, and Period Passes prices and fares shall be as follows:

Adult Discount Stored Value Ticket = \$18.00
Adult Discount Stored Value Ticket = \$36.00
TransLink® Adult and Stored Value Ticket = \$1.80 per ride
TransLink® and Stored Value Ticket, Youth, Senior, Medicare, Disabled = \$1.00 per ride
Period Passes are restricted to local bus routes only. Pass prices are set by Marin Transit.

- c. East Bay bus travel – Richmond Bridge bus TransLink®, and Stored Value Ticket prices shall be as follows:

BETWEEN EAST BAY AND MARIN COUNTY OR WITHIN EAST BAY:

TransLink® Adult and Stored Value Ticket = \$3.00 per ride

TransLink® and Stored Value Ticket Youth, Senior, Medicare, Disabled = \$1.85 per ride

BETWEEN EAST BAY AND SAN FRANCISCO OR SONOMA COUNTY:

TransLink® and Stored Value Ticket Adult = \$5.56 per ride

TransLink® and Stored Value Ticket, Youth, Senior, Medicare, Disabled = \$3.45 per ride

- d. Regional ferry travel – Ferry TransLink® fares shall be as follows:

Larkspur – SF = \$4.70 per ride

Sausalito – SF = \$4.00 per ride

TransLink® Youth, Senior, Medicare, Disabled = \$3.70 per ride

2. INTER-OPERATOR TRANSFERS

- a. Passengers presenting a valid transfer from Alameda-Contra Costa County (AC) Transit District or Vallejo Transit or Western Contra Costa Transit Authority (WestCAT) will be granted credit toward the payment of cash fare on Golden Gate Transit bus service across the Richmond Bridge from the East Bay to Marin in an amount equal to the AC Transit District local fare in effect at the time of transfer for the applicable class of rider (adult, youth, senior, or disabled).
- b. Passengers presenting a valid transfer from Petaluma Transit or Sonoma County Transit within the City of Petaluma will be granted credit toward the payment of cash fare on Golden Gate Transit bus service in the amount of \$1.00 for adults, or 50 cents for youth, seniors and persons with disabilities.
- c. Except for the provision in Paragraph b., above, passengers presenting valid transfers from other public transit operators within Sonoma County will be granted a \$0.10 discount off the applicable cash fare for local travel within Sonoma County on District bus services.
- d. Passengers presenting a valid transfer from Marin County Transit District rural and shuttle services will be granted credit toward payment of cash fare on Golden Gate Transit regional and Marin County Transit District local bus services for continuing travel within Marin County only. The amount of the credit will be equal to the Marin County Transit District local Marin bus fare in effect at the time of the transfer for the applicable class of rider (adult, youth, senior, Medicare or disabled) on Golden Gate Transit services.

3. INTERNAL TRANSFERS. Free transfers are provided between all District buses and between District buses and ferries for passengers continuing travel in one direction, subject to the following conditions: maximum of three consecutive uses within specified two-hour (intracounty) to four-hour (intercounty) time limits; highest applicable fare charged for bus-to-ferry and ferry-to-bus transfers; ferry-to-bus transfers only available with TransLink; and round trips on a single one-way fare are prohibited.
4. CHILD FARE. Children from infant through age 5 are permitted free passage when accompanied by a responsible, fare-paying passenger. (Maximum of 2 children per fare-paying passenger.)
5. INTERCHANGABLE USE OF PRE-PAID FARE MEDIA ON BUSES AND FERRIES
 - a. TransLink® Cards. TransLink cards shall be usable on buses and ferries and subject to same rules set forth in Section III.D.1.
 - b. Magnetic Stripe Tickets. Stored value tickets and passes are validated by fare equipment on buses and, therefore, are not usable on ferries. Stored value tickets are subject to same rules set forth in Section III.D.1.
6. OTHER FARES
 - a. Group fares. For travel to or from Sausalito or Larkspur on the ferry by groups of 20 or more, the following discounted fares apply:
 - (1) Adult Ferry Fare: as set forth in Section III., “Golden Gate Transit – Bus and Ferry Systems,” Subsection D, “Discount Fares and Transfers,” Paragraph 1, “Prepaid Discount Fares,” Subparagraph (d).
 - (2) Youth, Senior, Medicare or Persons with Disabilities Ferry Fare: as set forth in Section III, “Golden Gate Transit – Bus and Ferry Systems,” Subsection C, “Bus and Ferry Transit Cash Fare Tariff Schedule,” Paragraph 2, “Regional Transit Youth, Senior and Disabled Cash Fare Table – 50% Discount Rounded Down to Nearest 5 Cents.”

This group fare shall be in effect only during off-peak times when ferries have seats available and only if prior permission has been obtained from the Deputy General Manager/Ferry Division.
 - b. Reduced Rates for Attendants Accompanying Persons with Disabilities. An attendant accompanying a person with a disability who has an attendant logo on his or her valid Regional Transit Connection (RTC) Discount Card or TransLink RTC Card is eligible for the disabled fare. The attendant is not eligible for a discount fare while traveling alone and will